

Strategic Evaluation State



Governor's Highway Safety Office

Felice Moretti



GHSO

Strategic Evaluation State



Ohio's Goal

In 2004, Ohio adopted the national goal of 1.0 fatality per 100 million vehicle miles traveled (VMT) by 2008.



GHSO

Strategic Evaluation State



GHSO Goals for FFY 2005

- Reduce the number of alcohol-related fatal crashes per 1,000 total crashes.
- Increase statewide safety belt use to 79% in 2005. (2004 statewide survey at 74%)



GHSO

Strategic Evaluation State

Keeping the Buzz

- Earned Media (OVI Task Force)
 - 10 countywide OVI Task Forces



GHSO



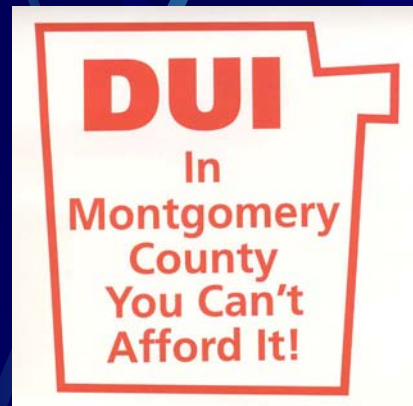
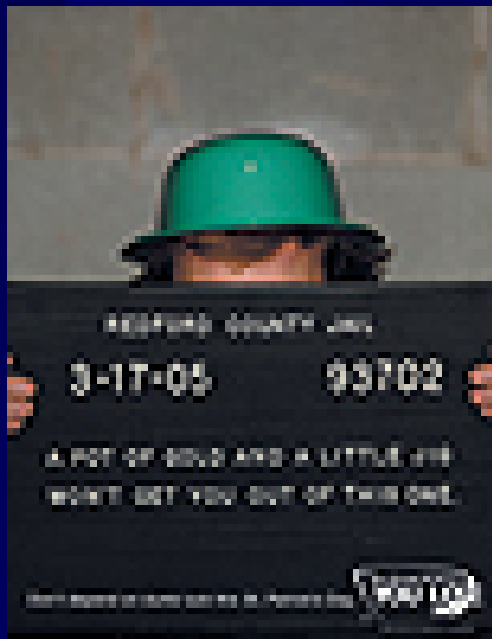
File name: Summit Sheriff 11-10-04 P	Date: 11/10/04	This design has been created by Clear Channel Outdoor. Reproduction of this display in whole or in part, without permission, is prohibited.
Art Director: Marc DeMarco	AE: Rob Winwood	
Size:	Misc:	
Fonts:	Fonts:	
PMS Colors:	PMS Colors:	
Approved by:		Date:

Strategic Evaluation State



- Sample toolkits (on NHTSA website)

St. Patrick's Day - Cinco De Mayo



GHSO

Strategic Evaluation State



Keeping the Buzz

- Innovative Ideas!
In-Car Message Boards



GHSO

Strategic Evaluation State



- What have we learned over the last two years – what has worked especially well.
- What challenges you have had to overcome (or still struggling with).
- If you could do it over again, what might you have done differently.



GHSO

Strategic Evaluation State



Questions?



GHSO